

grüscoppe X2838

Basic 4.8 share
Consumer penetration #s

BASIC

- ~~Pascal Fernandez~~

attached to the carton

- Carton promo w/ T shirt offer

↓
circulation
1.1 million

shrinkage factor
retailer pays approx.
\$0.15 per piece

heavy

Cost
per
unit

addition of

Sweat shirt 500

light shirt 1000

pants 100

supplies handling?

UPC levels?

Quantities

Bids?

\$0.00

T-shirt
costs

supplemental offer

- timing of drop? July 1994

- total allocation

NTS penetration
1993
2.5% 1,250,000

Historical

- Responsiveness to on-carton promotions

IRI - multiple accounts of
200+ cartons

Harpark

Carton outlets only?

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